

INTERVIEW SUMMARY STATEMENT

Application No.: 09/527,734
First Named Applicant: Rinebold, Walter A.
Examiner: Sax, Steven
Art Unit: 2174
Status of Application: Pending

Participants:

(1) Steven Sax (2) Scott W. Smilie
(3) Max Shافتal

Date of Interview: 11/5/04 and 11/8/04
Type of Interview: Telephonic

Exhibit Shown or Demonstrated: attached proposed claims

Claims discussed: 1, 9, 46, 64 and 80

Prior art documents discussed: none specifically

SUBSTANCE OF INTERVIEW DESCRIBING THE GENERAL NATURE OF WHAT WAS DISCUSSED :

A telephone interview was initiated on Friday 11/5/04 and was continued on Monday 11/8/04. Discussed patentability of proposed claims. Examiner indicated that all claims may be allowable if amended to clarify that the system or method provides greater exposure to the merchants within localized geographic areas.



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1. [Currently amended] An on-line, interactive web site information system for increasing access to localized business and markets, the system having one of more functions for displaying advertising, information and business listings and referring users such as shoppers or merchants to the web sites of merchants listed with respect to certain localized geographic locations such as town and cities, and certain categories, comprising:

means for substantially automated creation and ~~posting~~ entry of said business listings and advertising by users of said system, wherein said users have direct access to modify, add or remove said business listings and advertising;

means for substantially automated selection by said merchants of said categories and said localized geographic locations wherein said advertising, information and/or business listings will appear so as to enable geographic targeting of said users of said system;

means for displaying said advertising, information and/or business listings for a duration of time based on said selected categories and said localized geographic locations;

means for viewing said advertising, information and/or business listings based on the selection by the user of at least one of said localized geographic locations and at least one of said categories in which the merchant advertisements, business listings and/or information is displayed;

means for linking said advertising, business listings and/or information to the web pages of others;

at least one-hyper link corresponding to a category to link users to the web site of at least one merchant;

means for building databases from the information provided by users of the system;

means for recording and providing account review information to users of the system;

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means for users to access the system to add and delete said information, business listings and advertisements for display on the system;

extended services means;

means for recording statistics about usage of the system;

marketing analysis means for monitoring activity among the various functions of the system; and

means for generating revenue through the selection by the merchants of one or more of said functions.

46. [Currently amended] An on-line, interactive web site information system for increasing access to localized businesses and markets, the system allowing information to be inputted by merchants and other users and accessed by consumers based on selected localized geographic areas and topical categories, the system comprising:

one or more Internet web pages having information organized into a hierarchy of geographic areas that allows the merchants and consumers to select from a plurality of topical categories in a plurality of localized geographic areas to input or view localized information, wherein merchants in the localized geographic areas may direct the information to localized markets so as to provide greater exposure to the merchants within the localized geographic areas wherein the geographic areas include at least one geographic area of large expanse and a plurality of geographic areas of smaller expanse organized into a plurality of topical categories;

a web server for displaying the one or more Internet web pages;

means for the merchants to input the information into the system for viewing by the consumers on ~~onto~~ the one or more Internet web pages using a substantially automated process, wherein the means for inputting the information comprises means for selecting the localized

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geographic areas and topical categories to list and/or display the information, and wherein the merchant has direct access to modify, add or remove the information;

means for the consumers to select at least one of the topical categories in at least one of the plurality of localized geographic areas ~~of smaller expanse;~~

means for displaying the information to the consumers based on the selected at least one of the topical categories in the at least one of the plurality of localized geographic areas ~~of smaller expanse;~~

means for monitoring usage of the system;

means for providing statistics regarding the usage of the system; and

means for generating revenue based on the information inputted by the merchants.

64. [Currently amended] A method for providing an on-line interactive web site for referring a consumer to one or more merchants or other users and for increasing access to localized business and markets, the system comprising;

providing one or more web pages containing information organized into a hierarchy of geographic areas that allows the merchants and consumers to select from at least one topical category in a plurality of localized geographic areas to input or view localized information, wherein merchants in the localized geographic areas may direct the information to localized markets so as to provide greater exposure to the merchants within the localized geographic areas, wherein the hierarchy of geographic areas includes at least one geographic area of large expanse and a plurality of geographic areas of smaller expanse organized into at least one topical category;

providing means for the one or more merchants to connect to at least one web page of the one or more web pages;

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allowing the one or more merchants to select at least one of the localized geographic areas and at least one of the ~~at least one topical categories~~[[y]] to list or display information pertaining to the one or more merchants;

allowing the one or more merchants to input information into the system for viewing by the consumers on ~~into~~ the one or more web pages through a substantially automated process, wherein the information is ~~posted~~ accessible on the one or more web pages under the localized geographic areas and topical categories selected by the one or more merchants, and wherein the merchant has direct access to modify, add or remove the information;

connecting the consumer to the one or more web pages;

allowing the consumer to select ~~the~~ at least one topical category from ~~the~~ at least one localized geographic area ~~of smaller expanse from the hierarchy of geographic areas;~~

displaying the merchant information in response to the geographic area and topical category selected by the consumer;

monitoring the information that is accessed;

providing statistics regarding the information accessed; and

generating revenue based on the information that is inputted by the merchants.

80. [Currently amended] An on-line, interactive web site information system for allowing information to be inputted by merchants and other users and accessed by consumers based on localized geographic areas and topical categories, the system comprising:

one or more Internet web pages having information organized into a hierarchy of geographic areas, wherein the geographic areas include ~~at least one geographic area of large expanse and a plurality of~~ localized geographic areas ~~of smaller expanse~~ organized into a plurality of topical categories;

a web server for displaying the one or more Internet web pages;

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means for the merchants to input the information onto the one or more Internet web pages through a substantially automated process, wherein the means for inputting the information comprises means for selecting the geographic areas and topical categories to list and/or display the information;

means for the consumers to select at least one of the topical categories in at least one of the plurality of localized geographic areas of ~~smaller~~ ~~expanse~~;

means for displaying the information to the consumer based on the selected at least one of the topical categories in the at least one of the plurality of localized geographic areas of ~~smaller~~ ~~expanse~~;

means for monitoring usage of the system;

means for providing statistics regarding the usage of the system; and

means for generating revenue based on the information inputted by the merchants comprising:

fees from merchants for listing their web sites in ~~specifie~~ the localized geographic

areas ~~towns~~; and

fees from coupons made available in ~~specifie~~ the localized geographic areas ~~towns~~.

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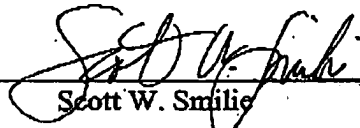
Date of Interview: 10/22/04
Type of Interview: Telephonic

Claims discussed: 1, 46 and 64

Prior art documents discussed: none specifically

SUBSTANCE OF INTERVIEW DESCRIBING THE GENERAL NATURE OF WHAT WAS
DISCUSSED :

Discussed patentability of claims from the Amendment filed on September 22, 2004. Discussed amendment of claims to clarify inherent localized nature of invention.



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